



WDAF-TV

REVISED

ORDER

Print Date 09/06/12

Page 1 of 3

Flight Dates 09/06/12-09/10/12

Contract / Revision 573002 / JAY NIXON 4 GOVERNOROriginal Date / Revision
09/06/12 09/06/12Advertiser Nixon, Jay/D/MO/Governor
1600 Locust Street
Philadelphia, PA 19103Agency Campaign GroupBuying Contact
1600 Locust Street
Philadelphia, PA 19103Order Sep 00:15:00Product
Agency Com 15%Alt Order # 09811426
Billing Type CashOrder Type GENERAL
Billing Cycle EOM/EOCBilling Calendar BROADCAST
Demographic A35+Rev Codes SP-POL PLC GEN
Product Codes PL1Eb
Priority 1
Advertiser RefPrimary Account Executive

Dan Driscoll

Account Executive Order% Start Date End Date
Dan Driscoll 100%

Order Share 25% Market Value 76600

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	25%	19150
KCWE	%	0
KMBC	25%	19150
KMCI	%	0
KPXE	%	0
KSHB	25%	19150
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	25	\$16,277.50	\$19,150.00	0.00	08/27/12	09/10/12	25	\$16,277.50	\$19,150.00
Totals	25	\$16,277.50	\$19,150.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
1	4	09/06/12	09/07/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/03/12				09/09/12	---	TF--	1	\$750.00	0.00							
2	4	09/10/12	09/10/12	M-F 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/10/12				09/16/12	M-----		1	\$750.00	0.00							
3	4	09/06/12	09/07/12	M-F 10-1030p M-F 10-1030p	CM-All	10-1030p	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00	
NEWS																
				Start Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 09/03/12				09/09/12	---	TF--	1	\$750.00	0.00							



WDAF-TV

Print Date: 09/06/12

Page 2 of 3

Contract / Revision

573002 Flight Dates 09/06/12-09/10/12

Hiatus Dates

Original Date / Revision

09/06/12/ 09/06/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #



WDAF-TV

Print Date: 09/06/12

Page 3 of 3

Contract / Revision

573002

Flight Dates 09/06/12-09/10/12

Hiatus Dates

Original Date / Revision

09/06/12 / 09/06/12

Order Sep 00:15:00

Advertiser Nixon, Jay/D/MO/Governor Product JAY NIXON 4 GOVERNOR Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Totals		
													Spots	Amount	
14	4	09/06/12	09/07/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	---TF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--		1				\$450.00		0.00			
15	4	09/10/12	09/10/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:30 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$450.00		0.00			
16	4	09/06/12	09/07/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	---TF--	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--		1				\$450.00		0.00			
17	4	09/10/12	09/10/12	M-F 5-6p 530-6p	CM-All	530-6p (5:30 PM-6:00 PM)	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$450.00		0.00			
18	4	09/06/12	09/07/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	---TF--	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--		1				\$600.00		0.00			
19	4	09/10/12	09/10/12	M-F 6-630p M-F 6-630p	CM-All	6-630p	M-----	:30	1	\$600.00	2	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$600.00		0.00			
22	4	09/06/12	09/07/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	---TF--	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---TF--		1				\$750.00		0.00			
23	4	09/10/12	09/10/12	M-F 9-10p 930-10p	CM-All	930-10p (9:30 PM-10:00 PM)	M-----	:30	1	\$750.00	2	0.00	NM	1	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----		1				\$750.00		0.00			
N24	4	09/09/12	09/09/12	Home Team Game Chiefs Football on FOX	CM-All	12p-CC	-----S	:30	1	\$7,000.00	2	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S		1				\$7,000.00		0.00			

Totals 25 \$19,150.00